

## **IN THE CLAIMS**

This listing of the claim will replace all prior versions and listings of claim in the present application.

### **Listing of Claims**

1. (currently amended) A method for providing advertisement information comprising;

a step of storing advertisement information provided by a commercial sponsor into an advertisement storage means;

a step of reading out advertisement information from said advertisement storage means;

a step of sending said ~~read-out~~ advertisement information, read out from said advertisement storage means, via an information transmission line;

a step of receiving, via the ~~same~~ said information transmission line as ~~said one or a different information transmission line~~, from it the information on the a viewing history of stored in a broadcasting receiver terminal, said viewing history information representing a history of playing said advertisement information having played said advertisement information, by said broadcasting receiver terminal; and

a step of using said viewing history information to calculate the ~~a~~ charge for providing said advertisement information to be paid by said commercial sponsor.

2. (currently amended) A method for providing advertisement information according to Claim 1, ~~characterized in that~~ wherein any one of

radio wave via satellite, terrestrial radio wave, optical fiber line, ISDN line DSL and telephone line is used as said information transmission line.

3. (currently amended) A method for providing advertisement information according to Claim 1, ~~characterized in that~~ wherein said transmission is provided by broadcasting.

4. (currently amended) A method for providing advertisement information according to Claim 1, ~~characterized in that~~ wherein said advertisement information is sent to the ~~said~~ broadcasting receiver terminal comprising an advertisement storage means for building up information.

5. (currently amended) A method for providing advertisement information according to any one of Claims 1 to 4, ~~characterized in that~~ wherein said viewing history information is used to calculate the ~~a~~ merit charge supplied to said broadcasting receiver terminal.

6. (currently amended) A method for providing advertisement information according to Claim 5, ~~characterized in that~~ wherein said merit charge is the a discount rate for the ~~a~~ rental charge or lease charge of said broadcasting receiver terminal.

7. (currently amended) A method for providing advertisement information according to Claim 5, ~~characterized in that~~wherein said merit charge is the a discount rate for broadcasting viewing charge.

8. (currently amended) A method for providing advertisement information according to any one of Claims 1 to 4, ~~characterized in that~~wherein said viewing history information is used to determine the a value for a coupon or a point to be supplied to the ~~said~~ broadcasting receiver terminal.

9. (currently amended) A method for providing advertisement information according to Claim 7, ~~characterized in that~~wherein said broadcasting receiver terminal is the ~~one~~ specified in advance.

10. (currently amended) A method for providing advertisement information according to Claim 9, ~~characterized in that~~wherein said broadcasting receiver terminal is provided with individual information on the an user of the ~~said~~ broadcasting receiver terminal.

11. (currently amended) A method for providing advertisement information according to Claim 10, ~~characterized in that~~wherein said individual information is used to create ~~statistic~~ statistical user information and said ~~created statistic~~ statistical user information is supplied to said commercial sponsor.

12. (currently amended)A method for providing advertisement information according to Claim 11, ~~characterized in that~~wherein said ~~statistic~~statistical user information is ~~the~~ information on any one of the age, sex and residential area.

13. (currently amended)A method for providing advertisement information according to any one of Claims 1 to 4, ~~characterized~~wherein said viewing history information is used to create ~~statistic~~statistical viewing history information and said ~~statistic~~statistical viewing history information is supplied to ~~the~~said commercial sponsor.

14. (currently amended)A method for providing advertisement information according to Claim 10, ~~characterized~~wherein said statisticstatistical viewing history information and individual information are used to obtain ~~the~~an advertisement viewing rate regarding any one of ~~the~~ age, sex and residential area, and ~~the~~a result is supplied to ~~the~~said commercial sponsor of ~~the~~said advertisement information.

15. (currently amended)A method for providing advertisement information comprising;

a step of sending advertisement information via ~~the~~an information transmission line;

a step of receiving, via the same said information transmission line as ~~said one or different information transmission line, from it the~~ viewing history information of the stored in a broadcasting receiver terminal, said viewing history information representing a history of playing said advertisement information having played said advertisement information, by said broadcasting receiver terminal;

a step of using said viewing history information and play conditions determined in connection with said broadcasting receiver terminal ~~the play conditions determined between said history information and the broadcasting receiver terminal~~ to determine if the said play conditions are have been ~~satisfied or not~~, and

a step of calculating the a charge if said play for the conditions have ~~not been~~ satisfied.

16. (currently amended) An advertisement information supply system comprising:

an advertisement storage means for storing the advertisement information provided by the a commercial sponsor;

an advertisement administration means for reading the said advertisement information sent from said advertisement storage means;

a transmitter/receiver unit for sending the said advertisement information read by said advertisement administration means and for receiving the viewing history information from the stored in a broadcasting receiver terminal having played said advertisement information;

a ~~statistic~~statistical viewing history creating means for creating the ~~statistic~~statistical viewing history information for each commercial sponsor using said viewing history information; and

an advertisement charge calculating means for calculating the ~~an~~ advertisement charge for said advertisement information to be paid by the said commercial sponsor.

17. (currently amended)An advertisement information supply system according to Claim 16, ~~characterized in that~~wherein said sending said advertisement information transmission is provided by broadcasting.

18. (currently amended)An advertisement information supply system according to Claim 16, ~~characterized in that~~wherein said advertisement information is sent to the said broadcasting receiver terminal equipped with an advertisement administration means for storing advertisement information.

19. (currently amended)An advertisement information supply system according to any one of Claims 16 to 18, ~~characterized in that~~wherein said viewing history information is used to calculate the ~~a~~ merit charge supplied to said broadcasting receiver terminal.

20. (currently amended)An advertisement information supply system according to Claim 19, ~~characterized in that~~wherein said merit charge

is the a discount rate for the a rental charge or lease charge of said  
broadcasting receiver terminal.

21. (currently amended) An advertisement information supply  
system according to Claim 19, ~~characterized in that~~ wherein said merit charge  
is the a discount rate for broadcasting viewing charge.

22. (currently amended) ~~An A method for providing advertisement~~  
information supply system according to any one of Claims 16 to 18,  
~~characterized in that~~ wherein said viewing history information is used to  
determine the a value for a coupon or a point to be supplied to the said  
broadcasting receiver terminal.

23. (currently amended) An advertisement information supply  
system according to Claim 21, ~~characterized in that~~ wherein said broadcasting  
receiver terminal is the ~~one~~ specified in advance.

24. (currently amended) An advertisement information supply  
system according to Claim 23, ~~characterized in that~~ wherein said broadcasting  
receiver terminal is provided with individual information on the an user of the  
said broadcasting receiver terminal.

25. (currently amended) An advertisement information supply system according to Claim 24, ~~characterized in that~~ wherein said individual information is used to create ~~statistic~~ statistical user information and said ~~created statistic~~ statistical user information is supplied to said commercial sponsor.

26. (currently amended) A broadcasting receiver terminal comprising:

a-means for receiving program information broadcast by a radio wave via satellite or a terrestrial radio wave; <sub>1</sub> and

a-means for outputting said received program information; <sub>1</sub>

wherein said broadcasting receiver terminal performs the steps ~~of~~ ~~characterized by further comprising:~~

~~a step of storing the advertisement information broadcast in advance,~~

~~a step of detecting the information on the~~ a sender of said advertisement information, said information on said sender having been inserted in said program information and broadcast, and

~~a step of outputting said advertisement information, and~~

storing viewing history information, said viewing history information representing adjusting of playing said advertisement information a history of playing said advertisement information by said broadcasting receiver terminal.

27. (currently amended) A broadcasting receiver terminal according to Claim 26, ~~characterized in that~~ wherein said program information or



advertisement information is received through a satellite on highly elliptical orbit.

28. (currently amended) A broadcasting receiver terminal according to Claim 26 or 27, ~~characterized in that the~~wherein said viewing history information of playing said advertisement information by said broadcasting receiver terminal is sent to the said sender of said advertisement information through a satellite on highly elliptical orbit.

29. (currently amended) A broadcasting receiver terminal according to Claims 26 or 27, ~~characterized in that,~~wherein every time said advertisement information is sent, the said viewing history information of said advertisement information having been played is sent to said sender thereof is played.

30. (currently amended) A broadcasting receiver terminal according to Claims 26 or 27, ~~characterized in that~~wherein said advertisement information is played at the a time of conditional access of said program information by said broadcasting receiver terminal.

31. (currently amended) A broadcasting receiver terminal according to Claims 26 or 27, ~~characterized in that~~wherein said advertisement information past the a term of validity is deleted.

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